



Retail E-Commerce in Sweden

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail e-commerce rebounds from its previous small slumps, thanks to revived consumer spending confidence
A relatively fragmented category, while leading players carve out shares in their own product areas
Foods e-commerce fares well, with the leading grocery players offering online shopping options

PROSPECTS AND OPPORTUNITIES

Ongoing growth for a popular category, enhanced by competition and an improving economy
Apparel and footwear e-commerce set to remain a key category
M-commerce set to become increasingly important in the modern world

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What next for retail?

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